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Term: 18 and L9

Display: 10 Documents in **Display Format:** - Starting with Number 1

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Search History

DATE: Friday, August 11, 2006   **Purge Queries**   Printable Copy   Create Case

Set Name side by side	Query	Hit Count	Set Name result set
	DB=PGPB,USPT,USOC,EPAB,JPAB,DWPI,TDBD; PLUR=YES; OP=ADJ		
L10	18 and L9	20	L10
L9	advertis$5 and target$4	23028	L9
L8	L7 not l3	42	L8
L7	l5 and L6	46	L7
L6	mobile or wireless or cellular or cell or portable	2876039	L6
L5	l1 and L4	58	L5
L4	regist$6 or unregist$6	1680510	L4
L3	l1 and L2	9	L3
L2	opt$3-in or opt$3-out	927	L2
L1	direct market$3 same market$3 campaign	108	L1

END OF SEARCH HISTORY

" INTERFERENCE "

Refine Search

Search Results -

Terms	Documents
(registering same wireless device users same direct marketing campaign) and (providing content same portion same responsive same user activation same display same identification) and (obtaining same user identification information)	1

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Search: L2

[Refine Search]

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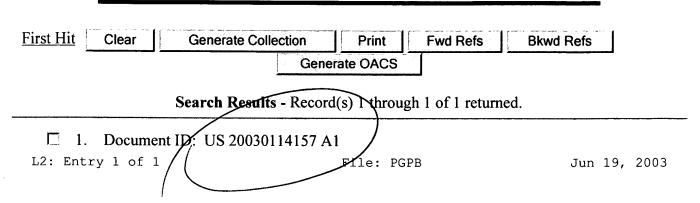| Set Name side by side	Query	Hit Count	Set Name result set
DB=PGPB; PLUR=YES; OP=ADJ			
L2	(registering same wireless device users same direct marketing campaign) and (providing content same portion same responsive same user activation same display same identification) and (obtaining same user identification information)	1	L2
L1	(registering same wireless device users same direct marketing campaign) and (provding content same portion same responsive same user activation same display same identification) and (obtaining same user identification information)	0	L1

END OF SEARCH HISTORY

Hit List

Search Results - Record(s) 1 through 1 of 1 returned.

☐ 1.   Document ID: US 20030114157 A1

L2: Entry 1 of 1   File: PGPB   Jun 19, 2003

DOCUMENT-IDENTIFIER: US 20030114157 A1
TITLE: Systems, methods, and computer program products for <u>registering wireless device users in direct marketing campaigns</u>

Summary of Invention Paragraph:
[0010] According to embodiments of the present invention, systems, methods, and computer program products for conducting direct marketing campaigns to users of wireless devices are provided. Content is provided within a display of a wireless device and includes a portion that is responsive to user activation and that displays an identification of a direct marketing campaign. In response to user activation of the content portion, the user is registered to receive one or more communications from an identified direct marketing campaign. Also, in response to user activation of the content portion, <u>user identification information</u> and direct marketing campaign identification information are obtained. The user identification includes a communication address (e.g., e-mail address, telephone number, etc.) where the user can receive communications from the direct marketing campaign via the wireless device. The user is then registered in the identified direct marketing campaign in response to <u>obtaining user identification information</u>. One or more communications are subsequently sent from the direct marketing campaign to the user at the communication address.

Brief Description of Drawings Paragraph:
[0014] FIG. 3 illustrates systems, methods, and computer program products for <u>registering wireless device users in a direct marketing campaign,</u> according to embodiments of the present invention.

Detail Description Paragraph:
[0033] Referring to FIG. 3, systems, methods, and computer program products for <u>registering wireless device users in a direct marketing campaign,</u> according to embodiments of the present invention, are illustrated. As used herein, the term "wireless device" includes, but is not limited to, personal digital assistants (PDAs), appliances, wireless communication devices (such as cellular telephones), etc.

Detail Description Paragraph:
[0036] According to embodiments of the present invention, <u>obtaining user identification information</u> may include extracting <u>user identification information</u> from an HTTP header associated with a user HTTP request that is generated in response to user activation of the content portion. According to other embodiments of the present invention, an interactive form associated with the content portion may be displayed within the wireless device display. <u>User identification information</u> provided by the user can then be retrieved via the form. According to other embodiments of the present invention, <u>user identification information</u> can be

obtained by parsing information included within a clickthrough URL associated with
the content portion.

CLAIMS:

1. A method of <u>registering wireless device users in a direct marketing campaign,</u>
comprising<u>: providing content</u> within a <u>display</u> of a wireless device, wherein the
content includes a <u>portion that is responsive to user activation and that displays</u>
<u>an identification of a direct marketing campaign,</u> and wherein the content <u>portion,</u>
<u>responsive to user activation,</u> is configured to register a user to receive one or
more communications from the <u>direct marketing campaign; obtaining user</u>
<u>identification information and direct marketing campaign identification</u> information
in response to <u>user activation</u> of the content <u>portion,</u> wherein the user
<u>identification</u> includes a communication address where the user can receive
communications from the <u>direct marketing campaign</u> via the wireless device; and
<u>registering</u> the user in the identified <u>direct marketing campaign</u> in response to
<u>obtaining user identification information</u>.

2. The method of claim 1, wherein <u>obtaining user identification information</u>
comprises extracting <u>user identification information</u> from an HTTP header associated
with a user request generated in response to user activation of the content
portion.

3. The method of claim 1, wherein an interactive form associated with the content
portion is displayed within the wireless device display, and wherein <u>obtaining user</u>
<u>identification information</u> comprises retrieving information provided by the user in
the interactive form.

4. The method of claim 1, wherein <u>obtaining user identification information</u>
comprises parsing information within a clickthrough URL associated with the content
portion.

9. A direct marketing method for users of wireless devices, comprising:<u> providing</u>
<u>content</u> within a <u>display</u> of a wireless device, wherein the content includes a
<u>portion that is responsive to user activation and that displays an identification</u>
of a direct marketing campaign, and wherein the content <u>portion, responsive to user</u>
<u>activation,</u> is configured to register a user to receive one or more communications
from the direct marketing campaign; <u>obtaining user identification information</u> and
direct marketing campaign <u>identification</u> information in response to <u>user activation</u>
of the content <u>portion,</u> wherein the user <u>identification</u> includes a communication
address where the user can receive communications from the direct marketing
campaign via the wireless device; registering the user in the identified direct
marketing campaign in response to<u> obtaining user identification information</u>; and
sending a communication from the direct marketing campaign to the user at the
communication address.

10. The method of claim 9, wherein the communication includes a portion that is
responsive to user activation and that identifies the direct marketing campaign,
wherein the communication portion is configured to unregister the user from the
direct marketing campaign in response to user activation of the communication
portion, and wherein the method further comprises<u>: obtaining user identification</u>
<u>information</u> and direct marketing campaign identification information in response to
user activation of the communication portion; and unregistering the user from the
direct marketing campaign in response to<u> obtaining user identification information</u>
and direct marketing campaign identification information.

11. The method of claim 9, wherein <u>obtaining user identification information</u>
comprises extracting <u>user identification information</u> from an HTTP header associated
with a user request generated as a result of user activation of the content
portion.

12. The method of claim 10, wherein <u>obtaining user identification information</u> comprises extracting <u>user identification information</u> from an HTTP header associated with a user request generated as a result of user activation of the communication portion.

13. The method of claim 9, wherein an interactive form associated with the content portion is displayed within the wireless device display, and wherein <u>obtaining user identification information</u> comprises retrieving information provided by the user in the interactive form.

14. The method of claim 10, wherein an interactive form associated with the communication portion is displayed within the wireless device display, and wherein <u>obtaining user identification information</u> comprises retrieving information provided by the user in the interactive form.

21. A computer program product that registers wireless device users in direct marketing campaigns, the computer program product comprising a computer usable storage medium having computer readable program code embodied in the medium, the computer readable program code comprising: computer readable program code that provides content within a display of a wireless device, wherein the content includes a portion that is responsive to user activation and that displays an identification of a direct marketing campaign, and wherein the content portion, responsive to user activation, is configured to register a user to receive one or more communications from the direct marketing campaign; computer readable program code that obtains <u>user identification information</u> and direct marketing campaign identification information in response to user activation of the content portion, wherein the user identification includes a communication address where the user can receive communications from the direct marketing campaign via the wireless device; and computer readable program code that registers the user in the identified direct marketing campaign in response to <u>obtaining user identification information</u>.

29. A direct marketing computer program product for users of wireless devices, the computer program product comprising a computer usable storage medium having computer readable program code embodied in the medium, the computer readable program code comprising: computer readable program code that provides content within a display of a wireless device, wherein the content includes a portion that is responsive to user activation and that displays an identification of a direct marketing campaign, and wherein the content portion, responsive to user activation, is configured to register a user to receive one or more communications from the direct marketing campaign; computer readable program code that obtains <u>user identification information</u> and direct marketing campaign identification information in response to user activation of the content portion, wherein the user identification includes a communication address where the user can receive communications from the direct marketing campaign via the wireless device; computer readable program code that registers the user in the identified direct marketing campaign in response to <u>obtaining user identification information</u>; and computer readable program code that sends a communication from the direct marketing campaign to the user at the communication address.

30. The computer program product of claim 29, wherein the communication includes a portion that is responsive to user activation and that identifies the direct marketing campaign, wherein the communication portion is configured to unregister the user from the direct marketing campaign in response to user activation of the communication portion, and wherein the computer program product further comprises: computer readable program code that obtains <u>user identification information</u> and direct marketing campaign identification information in response to user activation of the communication portion; and computer readable program code that unregisters the user from the direct marketing campaign in response to <u>obtaining user identification information</u> and direct marketing campaign identification
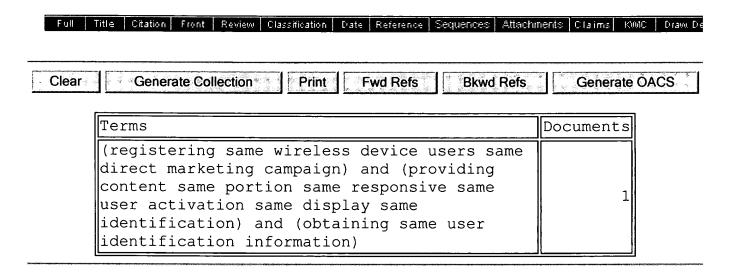
information.

41. A system that registers <u>wireless device users in direct marketing campaigns,</u> comprising: means for <u>providing content</u> within a <u>display</u> of a wireless device, wherein the content includes a <u>portion that is responsive to user activation and that displays an identification of a direct marketing campaign,</u> and wherein the content <u>portion, responsive to user activation,</u> is configured to register a user to receive one or more communications from the <u>direct marketing campaign</u>; means for <u>obtaining user identification information and direct marketing campaign identification</u> information in response to <u>user activation</u> of the content <u>portion,</u> wherein the user <u>identification</u> includes a communication address where the user can receive communications from the <u>direct marketing campaign</u> via the wireless device; and means for <u>registering</u> the user in the identified <u>direct marketing campaign</u> in response to <u>obtaining user identification information</u>.

42. The system of claim 41, wherein means for <u>obtaining user identification information</u> comprises means for extracting <u>user identification information</u> from an HTTP header associated with a user request generated in response to user activation of the content portion.

43. The system of claim 41, wherein an interactive form associated with the content portion is displayed within the wireless device display, and wherein means for <u>obtaining user identification information</u> comprises means for retrieving information provided by the user in the interactive form.

44. The system of claim 41, wherein means for <u>obtaining user identification information</u> comprises means for parsing information within a clickthrough URL associated with the content portion.

49. A direct marketing system for users of wireless devices, comprising: means for <u>providing content</u> within a <u>display</u> of a wireless device, wherein the content includes a <u>portion that is responsive to user activation and that displays an identification</u> of a direct marketing campaign, and wherein the content <u>portion, responsive to user activation,</u> is configured to register a user to receive one or more communications from the direct marketing campaign; means for <u>obtaining user identification information</u> and direct marketing campaign <u>identification</u> information in response to <u>user activation</u> of the content <u>portion,</u> wherein the user <u>identification</u> includes a communication address where the user can receive communications from the direct marketing campaign via the wireless device; means for registering the user in the identified direct marketing campaign in response to <u>obtaining user identification information</u>; and means for sending a communication from the direct marketing campaign to the user at the communication address.

50. The direct marketing system of claim 49, wherein the communication includes a portion that is responsive to user activation and that identifies the direct marketing campaign, wherein the communication portion is configured to unregister the user from the direct marketing campaign in response to user activation of the communication portion, and wherein the direct marketing system further comprises: means for <u>obtaining user identification information</u> and direct marketing campaign identification information in response to user activation of the communication portion; and means for unregistering the user from the direct marketing campaign in response to <u>obtaining user identification information</u> and direct marketing campaign identification information.

51. The direct marketing system of claim 49, wherein means for <u>obtaining user identification information</u> comprises means for extracting <u>user identification information</u> from an HTTP header associated with a user request generated as a result of user activation of the content portion.

52. The direct marketing system of claim 49, wherein means for <u>obtaining user</u>

<u>identification information</u> comprises means for extracting <u>user identification information</u> from an HTTP header associated with a user request generated as a result of user activation of the communication portion.

53. The direct marketing system of claim 49, wherein an interactive form associated with the content portion is displayed within the wireless device display, and wherein means for <u>obtaining user identification information</u> comprises means for retrieving information provided by the user in the interactive form.

54. The direct marketing system of claim 50, wherein an interactive form associated with the communication portion is displayed within the wireless device display, and wherein means for <u>obtaining user identification information</u> comprises means for retrieving information provided by the user in the interactive form.

| Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments | Claims | KWIC | Draw De |

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Terms	Documents
(registering same wireless device users same direct marketing campaign) and (providing content same portion same responsive same user activation same display same identification) and (obtaining same user identification information)	1

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